

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Electoral Rolls – Summary Revision of Electoral Rolls with reference to 01-01-2011 – Payment of bill of Rs.12,69,675/- to M/s Touch Stone Advertising (P) Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign of Indian Express (A.P Editions) and Andhra Prabha (A.P Edition) on 12-11-2010 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 5806**

**Dated: 02-12-2010**

Read the following:-

1. Govt.Memo.No.13023/371/BG.III/2010, dt:26-05-2010 of Finance (BG.III) Department.
2. G.A. (Elecs.E) Dept. Lr.No.3134/Elecs.E/A2/2010-12, dt:10-11-2010.
3. From M/ Touch Stone Advertising (P) Limited, Hyderabad Bill No. TAPL/296/2010-11, dt: 12-11-2010.

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**ORDER:**

In the letter 2<sup>nd</sup> read above, the Government have requested M/s Touch Stone Advertising (P) Limited, Hyderabad to insert the advertisement in daily news papers of Indian Express (A.P Editions) and Andhra Prabha (A.P Edition) newspapers on 12-11-2010 regarding Awareness and Publicity Campaign for Summary Revision of Photo Electoral Rolls with reference to 01-01-2011 as the qualifying date, and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said daily news papers on 12-11-2010.

2. M/s Touch Stone Advertising (P) Limited, Hyderabad in the reference 3<sup>rd</sup> read above has submitted bill for an amount of Rs.12,89,291/- as advertisement charges for payment as detailed below:

Indian Express, A.P. Edition dt:12-11-2010 (33 Cm X 25 Cms = 825 Sq.Cms) Rate of Rs. 360/- per Sq. Cm)	Rs. 2,97,000-00
Andhra Prabha, A.P. Edition dt:12-11-2010 (33Cm X 25 Cms = 825 Sq.Cm.) Rate of Rs. 1,179 /- per Sq. Cm.)	-- Rs. 9,72,675-00
Add: Service Tax @ 1.545%	-- <u>Rs. 19,616-00</u>
Total Amount	<u>Rs. 12,89,291-00</u>

(Contd..2..)

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.12,69,675-00 (Rupees Twelve lakhs sixty nine thousand six hundred and seventy five only) towards Publication Charges after excluding Service Tax.

4. After careful examination, Government hereby accord sanction for payment of **Rs.12,69,675/- (Rupees Twelve lakhs sixty nine thousand six hundred and seventy five only)** to M/s Touch Stone Advertising (P) Limited, Hyderabad towards the cost of Press Advertisement regarding in Awareness and Publicity Campaign in daily news papers of Indian Express (A.P Editions) and Andhra Prabha (A.P Edition) newspapers on 12-11-2010 for Summary Revision of Photo Electoral Rolls with reference to 01-01-2011 as the qualifying date.

5. The expenditure sanctioned in para 4 above shall be debited to "**2015 Elections - MH 103 Preparation and Printing of Electoral Rolls – SH (04) Assembly and Parliamentary Constituencies – 260 Advertisements, Sales and Publicity Expenses**" and shall be met from the funds provided in B.E. 2010-2011.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 4 above, obtain a cheque in favour of "**M/s Touch Stone Advertising (P) Limited, Hyderabad**" and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1<sup>st</sup> read above.

8. M/s Touch Stone Advertising (P) Limited, Hyderabad shall pay the Service Tax directly to the Government.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To

M/s Touch Stone Advertising (P) Limited, Plot # 31 (8-2-622/1/1/A3), Classic Emerald,  
Beside HSBC, Road No.10, Banjara Hills, Hyderabad-34.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

Finance (Expr.GAD.I/ BG.III) Department.

SF/SC.

//Forwarded:: By Order//

SECTION OFFICER